

	DESCRIPTION	EFFECTS FOR TAKER	EFFECTS FOR GIVER
BIOTECHNOLOGY	<ul> <li>A company during its operation uses a technology to assess the composition of materials. Every time the technology is used, it contributes to a large database of scanned materials. These information that are useful for many different businesses in different industries are sold by the company.</li> </ul>	<ul> <li>The new data access has empowered Co-Engineering and rapid experimentation and simulation reducing R&amp;D costs.</li> </ul>	<ul> <li>The company has generated a new important revenue stream increasing the Ebitda by 5% in one year.</li> </ul>
Agriculture & Agribusiness	<ul> <li>A business the operates in the agriculture industry is using sensors, that capture data on soil conditions, to assess when to irrigate and spray insecticides. In addition, is using IoT health monitors on livestock to help avoid losses. Those data are sold to machinery and chemicals producers that, by the new information, are able to optimize their offer.</li> </ul>	<ul> <li>Through the data acquired, machinery and chemicals producers have increased the productivity and effectiveness of R&amp;D department by 15%. Moreover the chemicals producers discovered new business opportunity in the market.</li> </ul>	<ul> <li>Yields up to 25 percent and new revenues stream (fee on provided data).</li> </ul>
CHEMICALS	<ul> <li>A German chemical company sold over 10 years of its R&amp;D data related to one particular segment. This very unique and valuable asset has been sold for a further development to a strategic acquirer.</li> </ul>	<ul> <li>The buyer can strengthen its commercial development pipeline of new and next-generation products and can bring additional value to its customers and shareholders.</li> </ul>	The Group sold data for over \$50 million.

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	<ul> <li>A car maker uses data from its online configurator pulled together with purchasing data of downstream players to identify options that customers are willing to pay a premium for. With this information, it has reduced the options on a single model to just 13,000— its competitors offer 27,000,000.</li> </ul>	<ul> <li>Development time and production costs have declined dramatically; most companies can improve gross margin by 30 percent within 24 months.</li> </ul>	<ul> <li>Sales have increased by 10% because of the car maker sharing of marketing insights based on downstream players data.</li> </ul>
AUTOMOTIVE	<ul> <li>An OEM builds cars almost totally through 3-D printing, with a design derived from a data exchange; several players of the automotive ecosystem and outsiders share information for different gains: the result is a shared knowledge that produces an optimized design.</li> </ul>	<ul> <li>It can build a new model from scratch in a year, far less than the industry average of six.</li> </ul>	<ul> <li>Rapid experimentation reduced dramatically the R&amp;D costs.</li> </ul>
	<ul> <li>A global tire manufacturer installed sensors on its tires to gather data in real time on tire pressure, temperature and speed. The data combined with fuel consumption and localization data is incredibly useful to accurately make recommendations in order to reduce fuel consumption. The manufacturer also uses the data to charge customers for tires on the basis of the distance travelled and sells data to retailers for marketing purpose.</li> </ul>	<ul> <li>A large retail company based its stores according to the bought information; the sales increased by 10%.</li> </ul>	The new revenue scheme by miles and the data selling is generating new revenue for the company.

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METALS & Mining	<ul> <li>An African gold mine started to capture more data from its and suppliers sensors. New combined data showed some hidden fluctuations in oxygen levels during leaching, a key process.</li> </ul>	<ul> <li>Fixing this increased yield by 3.7 percent, worth up to \$20 million annually.</li> </ul>	<ul> <li>The suppliers sold sensor data for \$6 million and increased sales with his client by 2.5 percent.</li> </ul>
OIL & GAS	<ul> <li>One oil rig with its 30,000 sensors leveraged only 1 percent of the data collected because it used the information primarily to detect and control anomalies, ignoring the data greatest value. After having assessed the potential of its data asset the company started to employ part of the information for the optimization and prediction activities and put a price, on the other part, selling it to business partners and to others.</li> </ul>	<ul> <li>Upstream business partners improved their digital quality management systems and enabled data-driven demand prediction; their costs decreased on average by 5%.</li> </ul>	<ul> <li>New revenue stream and 8% cost reduction in the first year.</li> </ul>
Logistics	<ul> <li>A Logistics company developed an image recognition and processing technology using augmented reality. Workers wear a headset that presents vital information coming from suppliers and other functions on a see- through display, helping them locate items more quickly and precisely, thus fulfilling legal obligations as well. And with both hands free, they can build stronger and more efficient pallets, which may preserve fragile items.</li> </ul>	<ul> <li>Error rates have dropped by 40 percent generating cost and time savings, plus staff and customer satisfaction.</li> </ul>	<ul> <li>Value chain automation has speeded up by 30 percent the suppliers time to market.</li> </ul>

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MANUFACTURING	<ul> <li>A major industrial goods company implemented an integration platform by combining information of its functions, suppliers and clients. The platform has allowed to manage the manufacturing processes, synchronize the availability of materials, and use a standard bill of materials in its plants globally.</li> </ul>	<ul> <li>The new system has made it possible to reduce quality claims by 90% and increase production throughput by more than 25%. These improvements have allowed the company to gain market share in strict quality standards markets.</li> </ul>	<ul> <li>Clients have reduced the quality claims of their own customers; suppliers have increased their production capacity utilization.</li> <li>Besides, both have created a new revenue stream by exchanging their data.</li> </ul>
	<ul> <li>One Industrial giant in the USA is spending millions to analyze data from sensors on gas turbines, jet engines, oil pipelines, and other machines and aims to generate, from those data, more than 10% sales increase in the next 3 years. To make sense of those new streams of data, the company is combining its own information flows with external data (customer, suppliers, etc.) and submits them to analytics software.</li> </ul>	<ul> <li>The company can lower costs and increase uptime through vastly improved predictive maintenance. Also, the data gathered and analyzed will serve as enablers for new innovative services to the costumers (new revenue stream).</li> </ul>	Fee on the provided data.
	A manufacturing company uses sensors to check humidity in order to optimize painting; if the conditions are unfavorable, the work piece is sent to another part of the plant, thus reducing repainting and maximizing plant uptime. Data is then shared with paint suppliers or sold to other paint producers that can adapt their products to the market requests or can explore new niches.	<ul> <li>Demand prediction and design to value, enabled by the exchanged information, increased the productivity and sales.</li> </ul>	<ul> <li>Real time yield optimization increased the productivity and reduced the time to market.</li> </ul>

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HIGH TECH & ELECTRONICS	<ul> <li>An electronics manufacturer installed collaborative robots in order to streamline labeling and inspection processes on 10,000 SKUs across six assembly lines. Some were fitted with vision systems to inspect parts and by incorporating real-time data from sales channels they optimized the delivery.</li> </ul>	<ul> <li>Operating with workers, the robots doubled labeling speed from 125 parts per hour to 250, and in one work cell alone, reduced the required floor space by 200 square feet.</li> </ul>	The data seller charges a monthly fee on the information provided as a service.
	<ul> <li>A consumer-electronics OEM started with an energetic effort to combine information on more than 1,000 variables previously collected in silos across millions of devices and sources: product sales and usage data, channel data, online transactions, service tickets, plus external data from tier one and tier two customers. Mining this integrated data set allowed the company to discover more than ten unrealized opportunities.</li> </ul>	<ul> <li>With this new insights the company increased sales, reduced churn and improved product features, realizing 11% increase in revenue in year one.</li> </ul>	<ul> <li>Fee on data sharing and new market opportunities.</li> </ul>
	<ul> <li>A wireless audio technology company sold its data assets, concerning its cutting edge wireless audio segment, to a leading consumer electronics company.</li> </ul>	<ul> <li>With the global wireless audio device market estimated to triple in size in the next years, the acquirer will be in a much better position to extract value (from data) for its products.</li> </ul>	<ul> <li>Revenue increased thanks to the data sharing and the new commercial contract with the acquirer.</li> </ul>

### Contacts

### **SMART DECISION NETWORK**

www.smartdecisionnetwork.com info@smartdecisionnetwork.com